

Message Text

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R 292205Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY BUDAPEST

AMEMBASSY VIENNA

UNCLAS STATE 063745

VIENNA FOR EWTC

E.O. 11652: N/A

TAGS: BEXP,HU,AU

SUBJECT: EXECUTIVE TRADE MISSION: SPERRY-UNIVAC

REF: STATE 45960

1. ROCKWELL'S APPOINTMENT PERIOD APRIL 10 AND 11 AND ELECTRONIC AND AUTOMOTIVE CATEGORIES HAVE BEEN TAKEN BY COMPUTERS DURING SAME TIME PERIOD BY DR. V.E. HERZFELD, VICE PRESIDENT MARKETS AND PRODUCT PLANS, SPERRY-UNIVAC, P.O. BOX 500, BLUE BELL, PENNSYLVANIA 19422 TELE: (215) 542-2900

2. PHOTO MAILED TO VIENNA EWTC MARCH 27, 1974.

3. THE COMPANY MAY BE DESCRIBED IN THE MISSION BROCHURE AND INTRODUCTORY LETTER AS FOLLOWS: SPERRY UNIVAC IS THE LARGEST DIVISION OF THE SPERRY RAND CORPORATION, WHICH IS A DIVERSIFIED CORPORATION EMPLOYING 100,000 PEOPLE IN 79 PLANT LOCATIONS. SPERRY UNIVAC IS INVOLVED
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IN HIGH TECHNOLOGY PRODUCTS, AND 470 SALES AND SERVICE

OFFICES ARE LOCATED IN 48 COUNTRIES. THE COMPANY'S PRINCIPAL PRODUCTS ARE ELECTRONIC, DIGITAL, COMPUTER SYSTEMS; DATA COMMUNICATIONS TERMINALS AND DISPLAYS; MAGNETIC TAPE UNITS; MAGNETIC DISC STORAGE AND MAGNETIC DRUM STORAGE UNITS; OPTICAL READING DEVICES, COMPUTER PRINTERS, PUNCHED CARD READERS, AND PUNCHES AND VERIFIERS.

4. DR. HERZFELD IS PREPARED TO DISCUSS SPERRY UNIVAC PRODUCTS AND WILL BE INTERESTED IN EXPLORING VARIOUS TYPES OF BUSINESS TRANSACTIONS SUCH AS COOPERATION. KISSINGER

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